



The master plan establishes design criteria for a new neighborhood park..

This plan focuses on transforming a relatively underdeveloped area into an area of higher development density with a distinctive civic character. When developed, the planning area should complement Market Street and the Ballard Avenue Landmark District. This plan preserves the development capacity under existing zoning while encouraging a development pattern and quality that contributes to the unique character of Ballard.



delightful streets...

This plan is organized into three elements: the park, streets, and buildings. The park element includes a design program identifying park elements and design criteria. The street element establishes a consistent design framework and identifies elements of continuity and differentiation which balance the needs of pedestrians, motorists, and service. This is integrated into a proposed street master plan. The building element emphasizes applicable design guidelines and preferred departures under the City's Design Review: Guidelines for Multifamily & Commercial Buildings and recommended code modifications.

Implementation of this plan will require a partnership between the City, community, and public and private developers. This plan provides a framework for incremental development while identifying common elements, implementation priorities and opportunities to accomplish the goals of this plan.



and high quality development.

GOALS and OBJECTIVES

Goals and objectives for this plan were developed by the Steering Committee. These goals and objectives are intended as touchstones to guide the development, implementation and future modifications of this plan.

The goals for this plan are to:

- Provide **gathering** space(s)
- Reflect Ballard's **history**
- Emphasize **'green'**
- Support **vibrant** activity
- Provide **delightful** features
- Make streets **comfortable** for the pedestrian
- Emphasize **connecting** characteristics
- Ensure a **flexible** configuration(s)
- Establish and clearly define **public space**
- Promote **quality** in the built environment

The objectives of this plan are to:

- Establish a new and distinctively civic, pedestrian-oriented environment.
- Encourage non-market driven development, such as affordable housing and cultural uses.
- Apply guidelines and criteria to all new developments (park, streets & buildings).
- Emphasize clear connections between the park, library, Market Street and the surrounding neighborhood.
- Provide a safe pedestrian environment by calming vehicular traffic patterns.
- Develop and implement consistent streetscape standards that help extend presence of the library and park into the surrounding neighborhoods and districts.
- Promote high quality architecture that complements the civic character of the area.
- Anticipate and encourage unique and desirable institutional and commercial development fronting the park.
- Complement Market Street and the Ballard Avenue Landmark District by creating an area with a distinctive character.
- Encourage development of smaller affordable residential units.
- Fund costs of infrastructure improvements through public and private development.
- Provide an environment that is welcoming in both the sun and rain, night and day.

